

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Richman Machine Inc.

New York Manufacturing Extension Partnership

Richman Machine Develops Marketing Plan For Successful Product Launch

Client Profile:

Richman Machine, Inc., a machine shop in Hammond, New York, produces floating docks and provides machining services in the Thousand Islands region. The company was founded in 1995, and employs 15 people.

Situation:

Richman Machine wanted to take advantage of the New York State Office of General Service's (OGS) Small Business Initiative, which offers to mail one of the company's promotional brochures to all state agencies. Richman Machine was anxious for an opportunity to promote its new dock line and machining services, but the company did not have a brochure ready for the mailing, nor did it have the web presence needed to be considered by many of the state's contracting units. Richman Machine turned to the Council for International Trade, Technology, Education, and Communication (CITEC), a NIST MEP network affiliate and a division of the New York Manufacturing Extension Partnership, for assistance in creating a sales plan.

Solution:

CITEC conducted market research to determine primary and secondary markets for the new floating dock product line and machining services. Using that research, CITEC developed a mailing list for the markets identified; provided a marketing program; and created a website, a direct mail postcard, a letter of introduction to potential distributors and/or contractors, and a general services and floating dock brochure. Since this project began, Richman Machine's sales have increased by 79 percent and employment has doubled to 15 people.

Results:

Increased sales by 79 percent.

Created 9 jobs.

Improved company name recognition.

Tripled facility size to manage increased volume.

Testimonial:

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